

Message Text

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VELCRO FASTENING SYSTEMS

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJECT: MARKET INFORMATION FOR VELCRO INTERNATIONAL LTD. PRODUCTS

REF: A - 4487

1. VELCRO FASTENING SYSTEMS HAVE GOOD AND PROMISING MARKET POTENTIAL IN ZAMBIA S CLOTHING MANUFACTURING INDUSTRY. SINCE VELCRO FASTENING SYSTEMS ARE ENTIRELY NEW TO ZAMBIA, MANY MANUFACTURERS OF INDUSTRIAL PROTECTIVE CLOTHING AND UNIFORMS, INCLUDING MANUFACTURERS OF SORTS ATTIRE AND UNIFORMS FOR GOVERNMENT DEPARTMENTS AND SCHOOLS INTERESTED IN PRODUCTS. THE PRODUCT SAMPLES AND DESCRIPTIVE LITERATURE MADE AVAILABLE BY EMBASSY WELL RECEIVED.

2. THERE ARE OVER 40 CLOTHING MANUFACTURERS IN ZAMBIA. A NUMBER OF CLOTHING FACTORIES PRODUCING SCHOOL UNIFORMS ARE BEING TAKEN OVER BY MUNICIPALITIES IN LINE WITH RECENT GOVERNMENT DIRECTIVES. THE MINING INDUSTRY, EMPLOYING OVER 40,000 PEOPLE, AND OTHER INDUSTRIES SUCH AS CONSTRUCTION WILL CONTINUE TO BE IMPORTANT MARKETS FOR INDUSTRIAL AND PROTECTIVE CLOTHING. FASTENING SYSTEMS SUCH AS OFFERED BY VELCRO COULD BE EXTENSIVELY USED IN THE MANUFACTURE OF OVERALLS, GLOVES AND SAFETY HELMETS.

3. OF THE 20 CLOTHING MANUFACTURERS CONTACTED HALF PROMPTLY INDICATED INTEREST IN TRYING THE NEW FASTENING SYSTEMS BUT WOULD LIKE SAMPLES FOR TRIALS AND ALSO DESCRIPTIVE LITERATURE

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ON THE VARIOUS APPLICATIONS.

4. GOVERNMENT DEPARTMENTS WHICH SUPPLY UNIFORMS TO THEIR EMPLOYEES ARE ALSO POTENTIAL END USERS. TWO LARGE CLOTHING MANUFACTURERS ON THE COPPERBELT, WHICH ARE AMONG THOSE WHO HAVE EXPRESSED DEFINITE INTEREST IN VELCRO PRODUCTS ARE SERIOES LTD. IN LUANSHYA AND STRAND TAILORS LTD. IN KITWE. STRAND TAILORS ARE CONTRACTORS TO ZAMBIAN GOVERNMENT DEPARTMENTS, MUNICIPALITIES, ZAMBIA ARMY, ZAMBIA POLICE AND MINING COMPANIES. SERIOES LTD. IS A NEW BUT VERY PROMISING CLOTHING FIRM IN THE MEN S FASHION FIELD.

5. BUSINESSMEN SHOULD BE ACCESSIBLE DURING TIME OF PROPOSED VISIT.

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